

# **DIGITAL ROAD MAP** **TOWN OF** **GILBERT** **LEADING ARIZONA'S** **DIGITAL FUTURE**



# **DIGITAL ROAD MAP**

**Mayor John Lewis**

**Town Manager Patrick Banger**

**Chief Digital Officer Dana Berchman**



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## TOWN POLICY STATEMENT

“The Town of Gilbert values and encourages transparency and open government as the hallmark of strong and responsible service to the public. In doing so, we adopt a town-wide policy with the exception of documents legally requiring non-disclosure, all Town operations, budgeting and public policy data is open and will be made accessible to every member of the public.”

## EXECUTIVE SUMMARY

**GILBERT**, Arizona is positioning itself to become a leader in digital government. By unlocking public records, we will enable technologists to build tools to help residents in their daily lives. This report outlines a path for Gilbert's success as a digital town by allowing for increased internet access, open government, citizen engagement and digital industry growth.

Gilbert's digital initiatives are helping to redefine the nature of government by assuring transparency, communication, and collaborative community development.

This Digital Road Map outlines a path to build on Gilbert's successes and to establish the Town as a leader in citizen engagement, open government, and digital industry growth.

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**11 DEPARTMENTS**  
**47 SERVICE LINES**

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population of  
**220,000**

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**1/3** of residents  
have college  
degrees

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**SECOND HIGHEST**  
median income in region

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Strategic initiative  
to be a technology

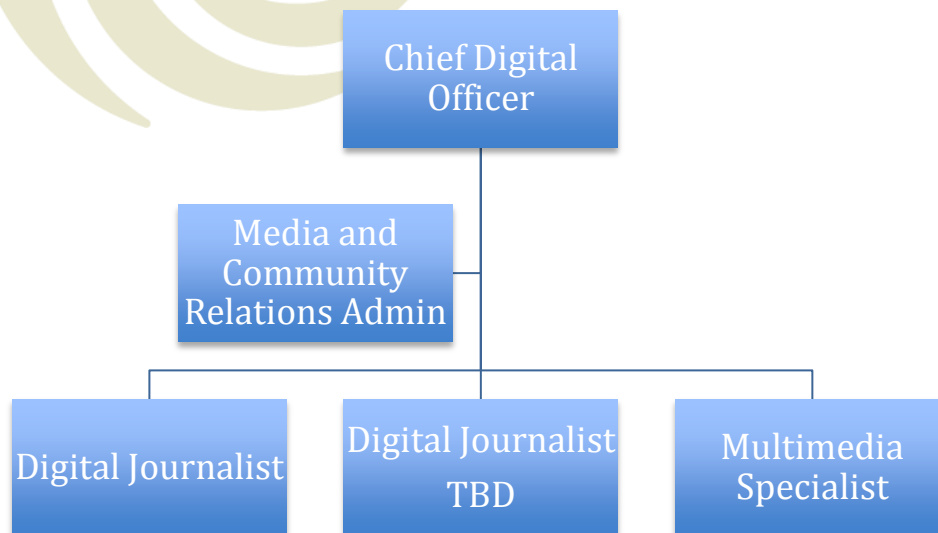
**LEADER**

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## Communications plan

- Assemble communications team under guidance of Chief Digital Officer
- Unified messaging and branding
- Website redesign
- Social Media and Communications strategies and policies
- Engaging Digital Communications
- Residents receive Town information through various multimedia outlets
- Work with Chamber of Commerce to maximize business reach
- The Communications team will actively engage the community through blogging, social media, surveys, showcasing updates on digital strategy and soliciting feedback
- Strategize with the Information Technology department for web and mobile development

## Staff





# THE ROAD MAP

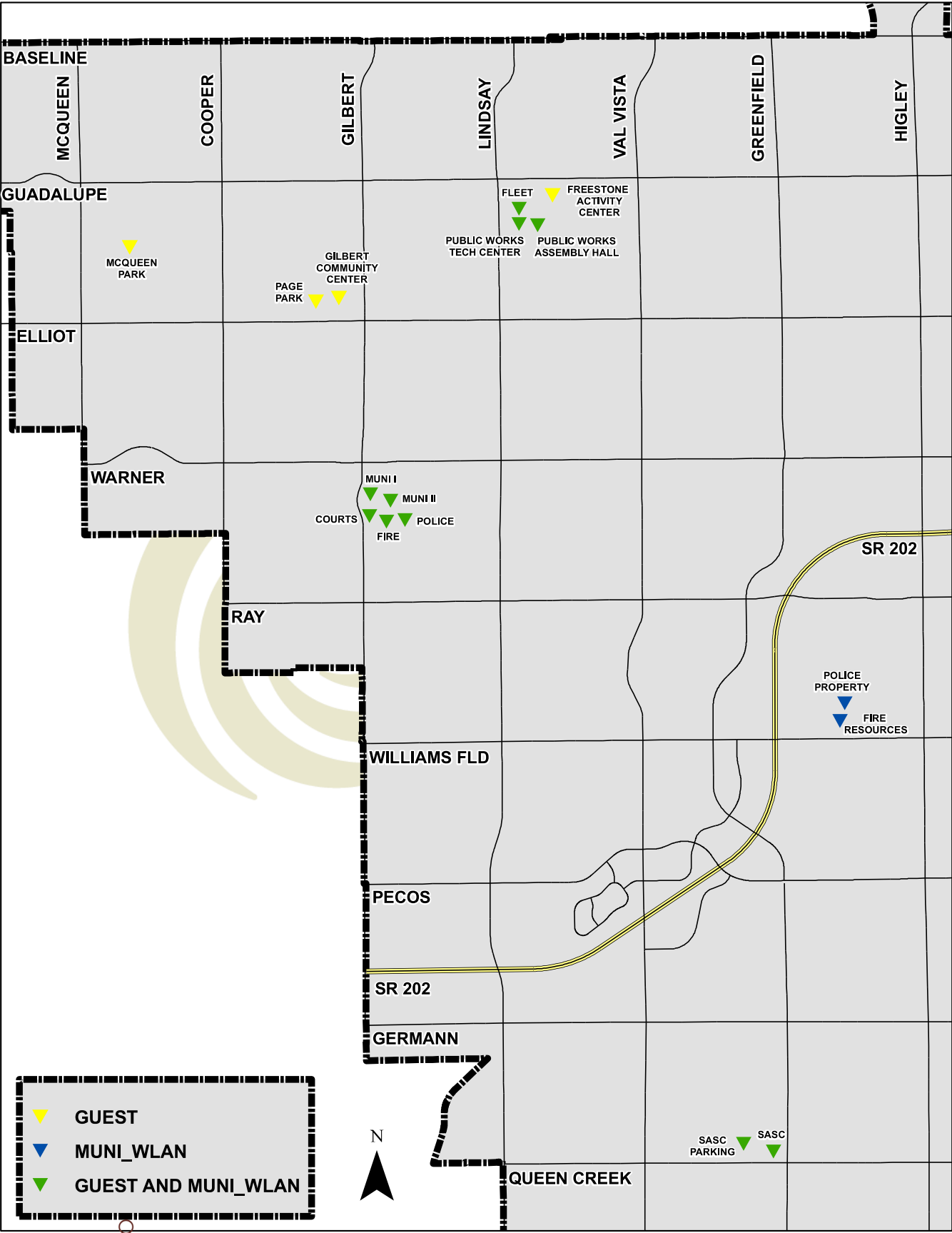
## Approach:

The mission of this Digital Road Map is to coordinate all digital Town initiatives that support the efficient and effective exchange of information and services between the residents of Gilbert and the Town employees. Digital initiatives are redefining the nature of government by enabling unprecedented transparency, communication, and collaborative community development.

### ○ Access:

- Introduce Wi-Fi in more Town and public facilities and spaces
  - **Town Public Areas with existing guest Wi-Fi:** Muni, Muni 2, Public Safety PD, Public Safety Training Rooms, Public Works North Assembly Room, Community Center, McQueen Park, Freestone Recreation Center
  - **Town Public Areas with planned guest Wi-Fi (by 12/31/2012):** South Area PD Lobby (Public Works Lobby is not used at this time)
  - **Town Public Areas for discussion:** Pools – Mesquite, Greenfield, Perry and Williams Field (pools are only open 2 ½ months per year)
  - **Town Facilities Excluded from guest Wi-Fi:** Fire Stations, Water Treatment Plants, Public Works North Lobby, Southeast Regional Library
- Support broadband choices in the Town
- Work with providers to grant access to all residents of Gilbert

# TOWN OF GILBERT WIFI NETWORK



## ○ **Open Government:**

- Increase transparency, efficiency and innovation
  - Use the Town as a platform for information
  - Provide data sets
- Launch Town Apps hub

## ○ **Engagement:**

- Relaunch Town website to make it more usable and accessible
- Launch official Facebook presence
- Launch central Twitter accounts
- Launch Foursquare badge
- Assemble internal and external teams
- Introduce Social Media Advisory and Research Taskforce (SMART), a team of the Town's social media leaders

## ○ **Industry:**

- Engage residents and industry experts
- Drive services to the web
- App development
- Efficiency Initiatives

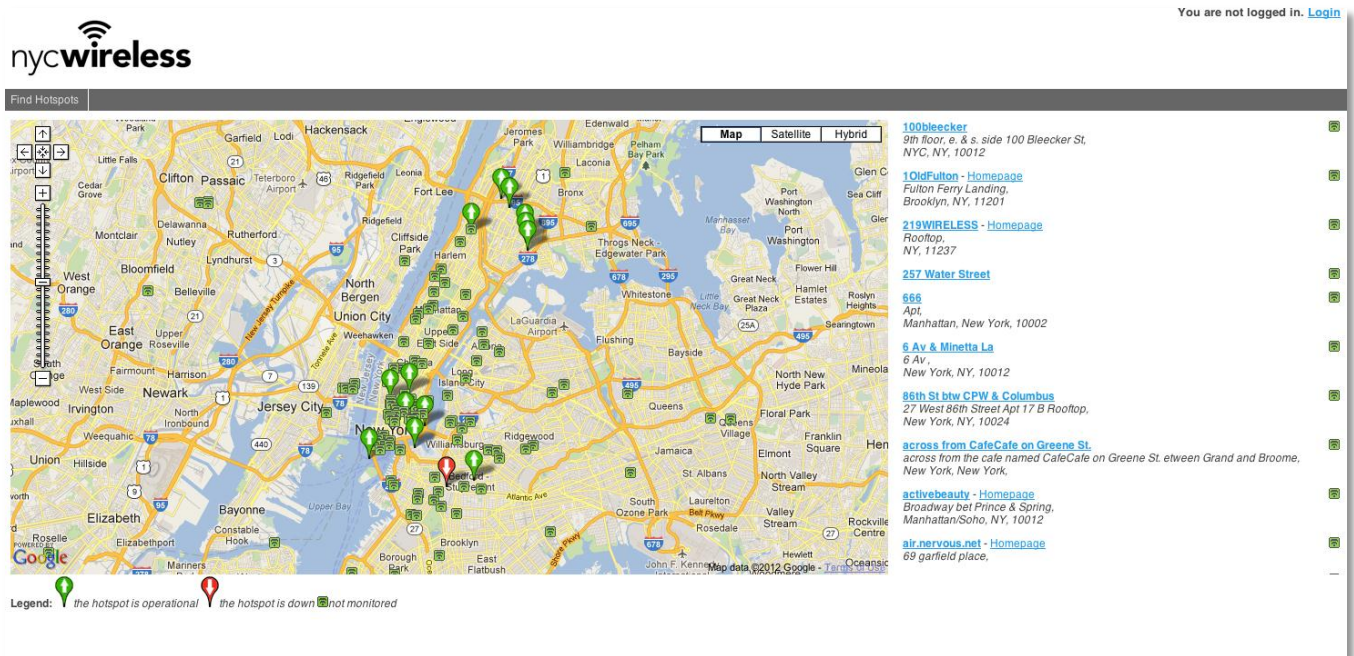




# THE ROAD MAP: ACCESS

Introduce Wi-Fi in more Town and public facilities and spaces:

- Establish Gilbert Wi-Fi map, highlighting businesses and public spaces where free Wi-Fi is available, i.e. NYCWireless



- Work with business and government broadband providers to create additional hotspots throughout public facilities.
- Create survey of local businesses to see who already offers Wi-Fi access

Support broadband choices in the Town and provide access to all residents:

- Create public signup events in coordination with providers to encourage all residents of Gilbert to access the internet



# THE ROAD MAP: OPEN GOVERNMENT

Increase transparency, efficiency and innovation:

- Town staff / Internal Communication:
  - Through the following steps, the Chief Digital Officer and his/her staff will increase transparency, communication and collaboration across Town agencies/departments, improving efficiency and strategic performance of the Town's digital efforts.
- Enhanced Digital Coordination in Communications Department:
  - Shared Calendars
  - Email Mailing List
  - Digital Toolkit for sharing effective strategies, methodologies, and social media policies
  - Training sessions on how to effectively leverage communication tools
- Emergency Management and Digital Media:
  - The Town's Emergency Management Office will explore opportunities to expand its ability to leverage digital media in the event of an emergency, integrating social media channels and public input into its systems.

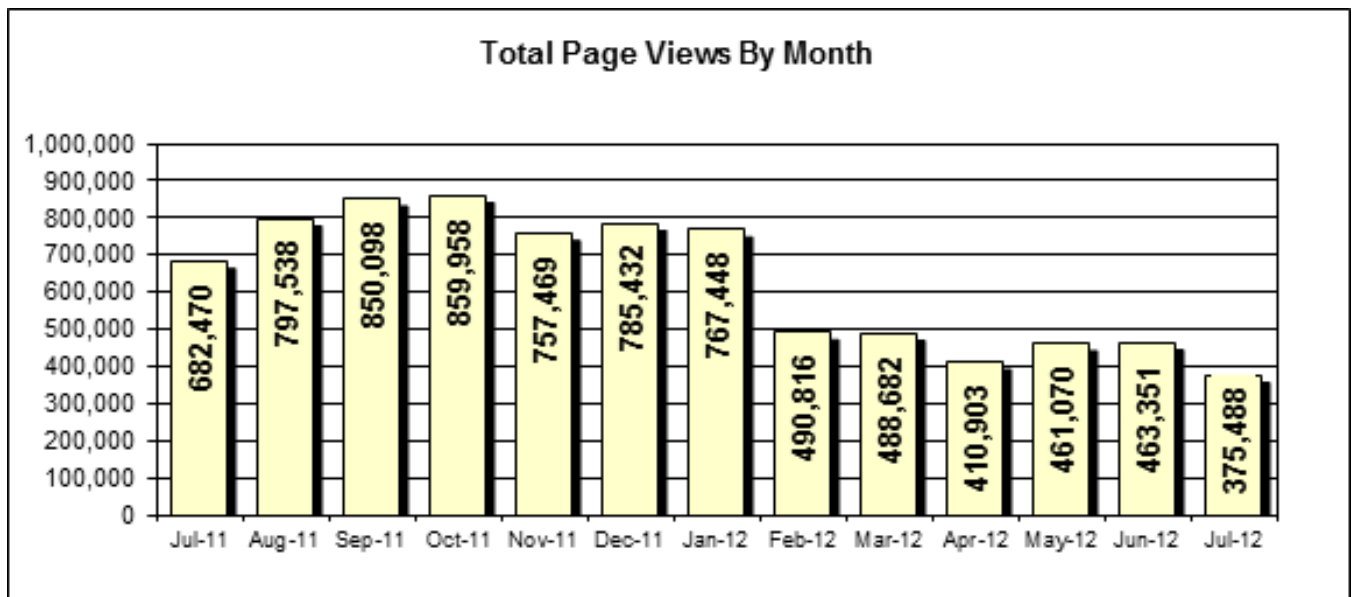
Launch Town Apps hub:

- Launch a hub where all mobile applications are hosted including Town-created apps as well as external apps that benefit residents and for all to access

# THE ROAD MAP: ENGAGEMENT

Relaunch Town website to make it more usable and accessible:  
[www.gilbertaz.gov](http://www.gilbertaz.gov):

## ○ CURRENT SITE STATS (July 2012):



Our website is the face of the Town to the world, not just to our residents. As the digital gateway to municipal government, the experience of using our website should be fast, intuitive, and effective and should underscore our commitment to customer service and efficiency. We will design and execute enhancements to improve the user interface and make it more citizen-centric. We plan to ensure our website is able to deploy timely content changes, design conventions and features on a regular basis and to drive services to the web.

## THE TOP TEN PAGES VIEWED

1. Utilities Home Page
2. Human Resources Home Page
3. Aquatics Home Page
4. Site Map
5. Parks & Recreation Home Page
6. Court Home Page
7. RFP Home Page
8. Freestone Park
9. General Information Request Form
10. Search Results Page

\*Just under 18 million hits in 2011, up almost 15 milli hits from 2010

- **Redesign:**
  - The Chief Digital Officer and Communications team will work with the Information Technology Department and with the usability experts, designers and customer service professionals to develop a new, intuitive, citizen-centric user experience for our website.
- **Priorities**
  - Usability:
    - Improved search experience
    - Refreshed homepage and navigation
    - Mobile-first design methodology
    - Usability benchmark: What you're looking for in three clicks or LESS!
    - Navigations based on high-interest search queries
  - Streamlining resources:
    - Consolidated resources
    - Forms and Applications Readable
    - Social Media Directory
    - App hub
    - Integration of video content
  - Customization:
    - Accessible to multiple ability levels
    - Content Management System
    - Search Engine Optimization



- Social Media Integration:
  - Social Media Links to departments/people
  - Embedded live video streams and videos
  - Social Media features to share useful pages

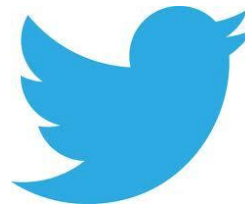




## Social Media:

Town agencies will manage a series of social media channels that reach an audience of thousands of people. Channels will include Facebook, Twitter, WordPress, Flickr, Tumblr, Vimeo and YouTube. Social media is a powerful way to form deeper relationships with constituents, gain valuable feedback, and share information about Town services. Many of the most effective social media initiatives provide a space for community-led discussions, with the Town playing an informative, supporting role in the background.

Using social media in the public sector comes with unique challenges; privacy and sensitivity concerns mean that public forums are not always ideal. As in the private sector, the Town's most successful social media strategies will be goal-based, aligning with agency/departmental objectives from the start, and employing social media channels appropriate to their audience and desired outcomes.



- **Facebook:**
  - A new Facebook presence for the Town of Gilbert will be unveiled featuring applications that support citizen engagement, transparency, crowd-sourcing, and public service initiatives. Citizens will have the opportunity to engage in discussions, ask questions, and access information. The Facebook presence will also serve to update Gilbert residents on news, announcements, partnerships and emergency information.
- **Twitter:**
  - A streamlined Twitter feed for @gilbert that serves to aggregate all Town info in a one-stop shop of high priority alerts, news and announcements. This feed will help to make it easier for Gilbert residents to stay up-to-date on the most crucial Town information, and to discover specialized Twitter feeds in the process.
- **Foursquare:**
  - The Town of Gilbert will introduce a Foursquare badge that incentivizes Gilbert residents and visitors to go to Gilbert public places, such as parks, restaurants, etc.
- **Tumblr:**
  - Gilbert will unveil a new government vertical that highlights stories, photos, videos and more from Gilbert and Town agencies.
- **Flickr:**
  - Gilbert will unveil a streamlined Flickr account where all Town photos can be uploaded and shared through the web, mobile devices, email and Social Media outlets.
- **Vimeo/YouTube:**
  - Ability for video content to be easily distributed and shared virally online
- **Introduce SMART, a team of the Town's social media leaders:**
  - The Office of Communications will introduce the Social Media Advisory and Research Taskforce, or SMART. This group consists of 8-10 members from the Town and local businesses

who are responsible for helping to develop all social media feeds including Facebook, Twitter. This group will meet quarterly and will provide recommendations on social media tools and strategies, assisting emerging Departments in the Town on social media, evaluating new social media platforms, updating social media guidelines and policies, and liaising with technology and legal authorities in the Town.

- Create contests for engagement
- **Characteristics of effective public service social media:**
  - Provides clear value to the user. Answers the question: Why would a citizen want to use this? What do they gain?
  - Citizen-centric, not agency-centric. Communicates on the terms of the individual.
  - Agency social media managers actively contribute, supporting a dynamic community.
  - Aligns with agency goals, improving Town's ability to serve its residents and ensuring adequate resource commitment.
- **Emergency Response – Community Notification of Emergency**
  - Utilization of social media to deliver up-to-date information during emergencies to the public in the form of texts, pictures, video or a combination of these media
  - Explore the implementation of “Push Notifications”

### **Creation of a Digital Newsroom:**

- Create an online newsroom for all digital media content
- Archived and new video
- Video press releases for media use
- Categories for each department

## Video:

Digital video is a vital means of engaging and informing Town residents of important legislation, announcements, public service messages, and news. In order to make the experiences of viewing and sharing video faster and more accessible, the Communications staff will explore video-on-demand and live video streaming options. We will look to implement live video streaming and Video on Demand (VOD) solutions that broadcast via mobile devices and Smartphones.

We will also post, share and broadcast video over enabled social networks, such as Facebook.



## Mobile:

The Town of Gilbert will leverage mobile technology to engage its residents. We will develop Smartphone applications to help residents and businesses by providing them with real-time information and services.



# THE ROAD MAP: INDUSTRY

Engage residents and industry experts:

- Contests
- Surveys

Drive services to the web:

- Bill payments
- Business services

App development:

- Create new ways to use mobile applications to deliver information and service to residents of Gilbert
- Use smart phone technology to keep residents informed on everything from taxes to parks and recreation classes
- Apps for Town business (311, etc.)
- Apps for internal staff

App Ideas:

- Financial Data (have collected since 2002):
- Development Services:
- Parks and Recreation data:
- Police department:
- Fire department:



## TO DO:

### Public input:

- Send out survey:
  - Public needs
    - Wi-Fi and broader Internet access
    - Real-time Public Information, Channel 11
    - [www.gilbertaz.gov](http://www.gilbertaz.gov)
    - Streamlined Social Media

### Agency Feedback:

- Send out survey:
  - Strategy
  - Coordination
  - Resources
- Mobile:
  - Strategic, phased launch of mobile versions of new website across multiple platforms
  - Mobile Video On-Demand and Live Video Streaming
  - Development of mobile applications that serve and engage citizens
  - Data collection that would translate to mobile applications

### Timeline:

- Unveil Road Map – August 2012
- Begin Website Redesign – August/September 2012
- Begin First Mobile App Development – August/September 2012
- Agency Survey – September/October 2012
- Public Survey – October/November 2012
- Creation of Digital News Room – Early 2013
- Unveil Redesigned Town Website – Early 2013
- Expand Wi-Fi to Town facilities – December 2013

## Conclusion

With evolving technology and rapid growth, we face challenges but we all share a common goal of serving the residents of Gilbert.

To ensure success, we must make a commitment to embrace technology in the public service and in digital civic engagement. This includes sharing tools, technologies, standards and best practices that will benefit the citizens of Gilbert.

Digital technology enables unprecedented transparency, innovation, access, public input, and participation in the democratic process.

The adoption and implementation of this Digital Road Map, with the coordination of the Communications and Information Technology departments, will put Gilbert on the map as a leader in the digital future.